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# Fax Cover Sheet

Date: 10 Jan 2001

<b>To:</b> Floyd E. Anderson, Esq.	<b>From:</b> Donald L. Champagne, Examiner
<b>Application/Control Number:</b> 09/282,764	<b>Art Unit:</b> 2162
<b>Fax No.:</b> 781-466-4021	<b>Phone No.:</b> 703-308-3331
<b>Voice No.:</b> 781-466-4013	<b>Return Fax No.:</b> 703-872-9434
<b>Re:</b> Atty. Docket GTE-99-808, Jay PONTE et al.	<b>CC:</b>
<input type="checkbox"/> <b>Urgent</b> <input type="checkbox"/> <b>For Review</b> <input type="checkbox"/> <b>For Comment</b> <input checked="" type="checkbox"/> <b>For Reply</b> <input type="checkbox"/> <b>Per Your Request</b>	

**Comments:**

Page 1 of the specification is missing from our case file. Please fax this missing page to me at 703-872-9434.



#6

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*Fax Cover Sheet*

DATE: 1/10/01	SUBJECT: 09/282,764
TO: Donald L. Champagne	FROM: James K. Weixel, Reg. No. 44,399 (for Floyd E. Anderson)
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Number of pages including cover sheet: 2

In re. Application of: Jay Ponte et al.

Serial No.: 09/282,764

Filed: 3/31/99

For: TARGETED BANNER ADVERTISEMENTS

Art Unit: 2162

Re: MISSING FIRST PAGE OF SPECIFICATION, AS REQUESTED

Thank you for your fax of this morning. The requested page is attached.

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GTE Ref. No. 99-808

**TARGETED BANNER ADVERTISEMENTS**Background of The Invention1. Field of the Invention

This application relates to the field of telecommunications and more particularly  
5 to the field of electronic commerce.

2. Description of Related Art

In electronic commerce, such as conducted over the Internet, markup language  
pages displayed to a user 800 using a browser 824 typically include a mix of content and  
advertisements. Thus, for example, a user may see the content of a search engine, such as  
10 a search template, along with advertisements from one or more companies. The  
advertisements, typically referred to as "banner ads," may include links to other site  
locations, such as the home page of the advertising company.

As with other advertising, it is understood to be desirable to target the  
advertisement to a category of users. Thus, just as television advertisements are targeted  
15 to the demographic profile of the users who are believed to watch particular  
programming, companies wish to target online advertisements to the users. One method  
of such targeting is to display banner ads on pages that include content related to the  
banner ad. Thus, for example, a web page for an automobile dealer might include an  
advertisement and a link to a site offering financing for automobiles.